

# Parks & Recreation Director



**Annual Salary**  
\$123,000 – \$154,600  
**First Review**  
September 10, 2009



## THE POSITION

The Parks and Recreation Director will determine the direction for the department by working inclusively with the staff to establish department goals and the organizational mission, vision and strategic plan. The Parks and Recreation Director will expand the department's capacity in revenue generation and alternative funding for recreation fee-supported and self-sustaining programs. This will be accomplished by adopting new strategies, structures, procedures and technologies to deal with the changing needs of the community and the business environment.

### Typical responsibilities include:

- Ensuring that the future is being planned for, anticipated and secured.
- Serving the needs and interests of, and eliciting the support from, key stakeholders.
- Keeping the team and organization focused on substantive results while meeting the requirements of current realities.
- Ensuring long-term, value-added recreation and leisure programs with excellent service delivery
- Exuding the importance of parks and recreation to the community.
- Creating an environment that creates alternative partnerships with the business community to deliver recreational solutions.
- Tying it all together strategically.



"Carlsbad residents love their parks and recreation programs, giving the department an unprecedented 90% satisfaction rating"

## THE IDEAL CANDIDATE

The Parks and Recreation Director will speak clearly; listen for understanding; and foster an open communication climate. The successful candidate will have the ability to promote a climate of trust and respect by keeping employees informed, having a true open-door policy and encouraging others to express contrary viewpoints and share information. The Recreation Director will provide vision and instill pride. He or she will have high expectations and express important purposes in simple ways. He or she will exhibit critical thinking; be a big picture thinker and a careful problem solver.

The ideal candidate will direct the Parks and Recreation Department to work in partnership with business and civic communities to enhance recreational activities; sustain a strong economic community and improve the quality of life for all those who work, live and recreate in the City of Carlsbad. Above all else the Parks and Recreation Director will give personal attention to the community through their passion and vision for parks and recreation.

### Education and Experience

Equivalent to a bachelor's degree from an accredited college or university with a major in recreation, park management, public administration or related field; and five (5) years of increasingly responsible management experience in a community services department, such as, recreation or parks, including a minimum three years at an administrative or management level.

A master's degree in public or business administration is highly desirable.

### Compensation

The salary for the position is \$123,800 to \$154,600 depending upon the qualifications and experience of the selected candidate. The incumbent will participate in the Performance Management and Compensation System.

In addition, the following benefits are provided: medical, dental and life insurance; paid leave, including 11 holidays, one flexible holiday, vacation (with a maximum accrual of 320 hours), 56 hours of annual executive leave, sick leave, a deferred compensation program; vehicle allowance; paid professional memberships; voluntary participation in an AD&D plan, and participation in the CalPERS Retirement Plan 3% at 60 with the City paying 7% of the employee's retirement contribution.

## SELECTION PROCESS

### FIRST APPLICATION REVIEW SEPTEMBER 10, 2009

Each candidate's background will be evaluated on the basis of information submitted at the time of application to determine the level and scope of the candidate's preparation for this position. The application process requires an application and a detailed resume. Only the more qualified applicants will be invited to participate in the selection process. Final interviews will be conducted by the City Manager or designee.

### How to Apply

Interested candidates can apply for this position and obtain additional information at:

### City of Carlsbad HR Department

1635 Faraday, Carlsbad, CA 92008  
Phone (760) 602-2440 Fax (760) 602-8554  
E-mail: [hr@carlsbadca.gov](mailto:hr@carlsbadca.gov)  
[www.carlsbadca.gov](http://www.carlsbadca.gov)

We encourage you to use the city's online application process



The City of Carlsbad is an Equal Opportunity/ADA Employer and values diversity at all levels of the organization.



The City of Carlsbad, Calif., is a scenic coastal community of 105,000 residents located 35 miles north of the City of San Diego and 25 miles south of Orange County. The City of Carlsbad is known for its strong leadership and fiscal discipline as well as successfully balancing tourism, employment, light industry, the environment and a high standard of living.

Covering nearly 42-square miles, the City of Carlsbad is approaching build out. Thanks to an award winning growth management plan, the city features infrastructure and services that keep pace with development and promote an excellent quality of life. Fully 40 percent of the city has been set aside as permanent open space. Three lagoons, 35 miles of hiking trails and nearly seven miles of coastline are just part of what makes the city an appealing place to live, work and play. Some of Carlsbad's unique features include:

Legoland California is located on 128 beautifully landscaped acres in the center of Carlsbad. This family theme park features more than 50 rides and activities for children ages 2-12. More than 30 million LEGO bricks were used to create over 1,000 LEGO models that fascinate kids and kids at heart.

- A tribute to Carlsbad's agricultural roots, the world famous Flower Fields draw more than 200,000 visitors each spring when more than 50 acres of red, orange, yellow and pink ranunculus burst into bloom.
- Carlsbad is well known as the golf capital of the world, and is the home of two world class golf resorts, La Costa Resort and Spa and Four Seasons Resort Aviara, and more than 30 golf industry businesses, including the headquarters of Callaway Golf and TaylorMade-Adidas.
- Carlsbad's thriving and diverse local economy also includes high-tech, multi-media, health care and biotechnology corporations. The City of Carlsbad is proud to serve as the headquarters of large corpora-

tions such as ViaSat, Jenny Craig, Upper Deck, No Fear, Rubios Mexican Grill, the National Association of Making Music, Gemological Institute of America and Isis Pharmaceuticals.

- Carlsbad's downtown village is a city redevelopment success story, providing the charm of a European village with shopping, quaint restaurants and professional services. The Carlsbad Village Street Faire, held the first Sundays in May and November, is the largest single-day street fair in California.
- During the summer months, thousands of jazz enthusiasts bring their picnic baskets, friends and families to enjoy free concerts under the stars at one of Carlsbad's beautiful community parks. The TGIF Jazz in the Park concerts are celebrating their 24th year.
- The Carlsbad Health and Wellness Weekend is a celebration of healthy living, and features the Carlsbad Triathlon, the longest-running municipal triathlon in the West, rated one of the top five triathlons in the world. More than 10,000 people come each year to celebrate the magic of the ocean.

## A Great Place to Live and Work

The City of Carlsbad is recognized by the San Diego Society for Human Resources Management and the Employers Group for workplace excellence and was named one of the best places to work in San Diego. It's also a great place to live. With all the amenities of a large city, Carlsbad has maintained a strong sense of community and citizen connection to government. Annual surveys show a high level of confidence in city government and great satisfaction with city services.

A superb climate, quality schools, a vibrant and revitalized downtown and a wide variety of neighborhoods help make Carlsbad one of the most livable communities in the country. The Carlsbad Unified School District consistently ranks among the top urban school districts in the country. The city also boasts excellent libraries, arts and culture, and an excellent public safety record.

The Parks and Recreation Department has 72 full-time and the equivalent of 61 part-time employees. The Parks and Recreation Department provides diversified recreation facilities and programs for all ages of the population that live, work and/or recreate in Carlsbad. The Parks and Recreation Department's strategic plan enhances access to open space, provides safe places to gather, creates life-long learning opportunities, promotes health and fitness, and builds a stronger community.

## Parks

The department is responsible for overseeing and maintaining:

- More than 625 acres of open space/undeveloped areas
- Approximately 348 acres of parks, school athletic fields, Downtown Village streetscapes, beach accesses, and landscapes at civic facilities
- 16 community parks and 15 special use areas
- The Citywide Trails Program
- Future park and trail planning

## Recreation

- Current recreation programs serve a wide range of ages and interests – from special events, to teen programs, youth and adult sports, youth day camps, preschool and more.
- The enrichment classes program, one of the most extensive in San Diego County, annually serves more than 18,000 individuals of all ages through a diverse array of nearly 800 contract classes and camps in several locations throughout the city.
- The department is responsible for operations and rental of three community centers, senior center, swimming pool, and two historic park sites: Magee Park and Leo Carrillo Ranch Historic Park.
- The recently expanded Senior Center offers a variety of activities, programs and events catering to the Boomer generation and beyond. Services include a newly equipped fitness room, computer lab, home meal delivery and lunch congregate, transportation, social activities and a broad range of classes.
- The Parks and Recreation Department has received an overall rating of 90+% in the Carlsbad public opinion survey for many years.

The department has won several awards for its parks and recreation programming, including the prestigious Helen Putnam Award from the California League of Cities for the T.R.U.S.T. sportsmanship program, as well as numerous honors from the California Parks and Recreation Society, American Public Works Society and National League of Cities.

Staff resources also support the Parks and Recreation Commission and Senior Commission, both of which act in an advisory capacity to the City Council on matters pertaining to parks, landscape, recreation programs, senior activities and facilities.

The department has exciting projects in the works, including Alga Norte Park and Aquatics Center, two new community centers and tennis courts and a community recreation development project at Robertson Ranch. The department has a number of projects to expand and develop park and trail projects. The Parks and Recreation Department is very interested in ensuring community access and inclusion in parks and recreational planning and programming.

## Opportunities & Challenges

Some of the top priorities for the upcoming fiscal year are to:

- Educate stakeholders on the established cost recovery model for determining self-sustaining levels for various divisions in the department.
- Update of the department Strategic Plan.
- Investigate establishment of a 501 (c) 3 non-profit organization to support fund raising activities.
- Pursue agency accreditation through National Recreation and Parks Association (NRPA).
- Explore options to fund future park development projects, programs and operations, including pursuing public/private partnerships, sponsorships, and grant opportunities.
- Continue to investigate and analyze the most efficient operations/management plan for the Alga Norte Aquatics Center.
- Address relevant issues with the Parks and Recreation and Senior Commissions to inspire community involvement.
- Manage various parks, trails and open space projects including efforts to showcase Carlsbad's outstanding trail system.

